

# **Health Promotion: It's Not Colorblind**

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# Outline

- **Introduction**
- **Video**
- **Interaction**
- **Multicultural nutrition**
- ***Sisters Together* - Lincoln**

# EXPERT!

- Comes from at least 50 miles away!



# LEARNER!



# How We Look At People!



# Culture

- **Not inherited biologically**
- **Passed down**
- **Encompasses more than race or ethnicity**
- **Used to describe large groups of people classified according to a common racial, national, tribal, religious, linguistic or cultural origin**

**Brannon, 2004**

# Buzz Words

- **Diversity**
- **Competency**
- **Sensitivity**
- **Cultural literacy**

**Brannon, 2004; Stein, 2004**

# **ZOOM!**

- **Zoom In – What do you see?**
- **Zoom Out – What do you see?**
- **Don't stop zooming, just when you think you know where you are, guess again, 'cause nothing is as it seems.**

**Author: Istvan Banyai**





# ■ VIDEO

# Let's Eat!

- **7:00 AM**

- **12 Noon**

- **6:00 PM**

# One Size Fits All?



# Understanding Culture

- Educational background
- Aspects related to culture are undervalued

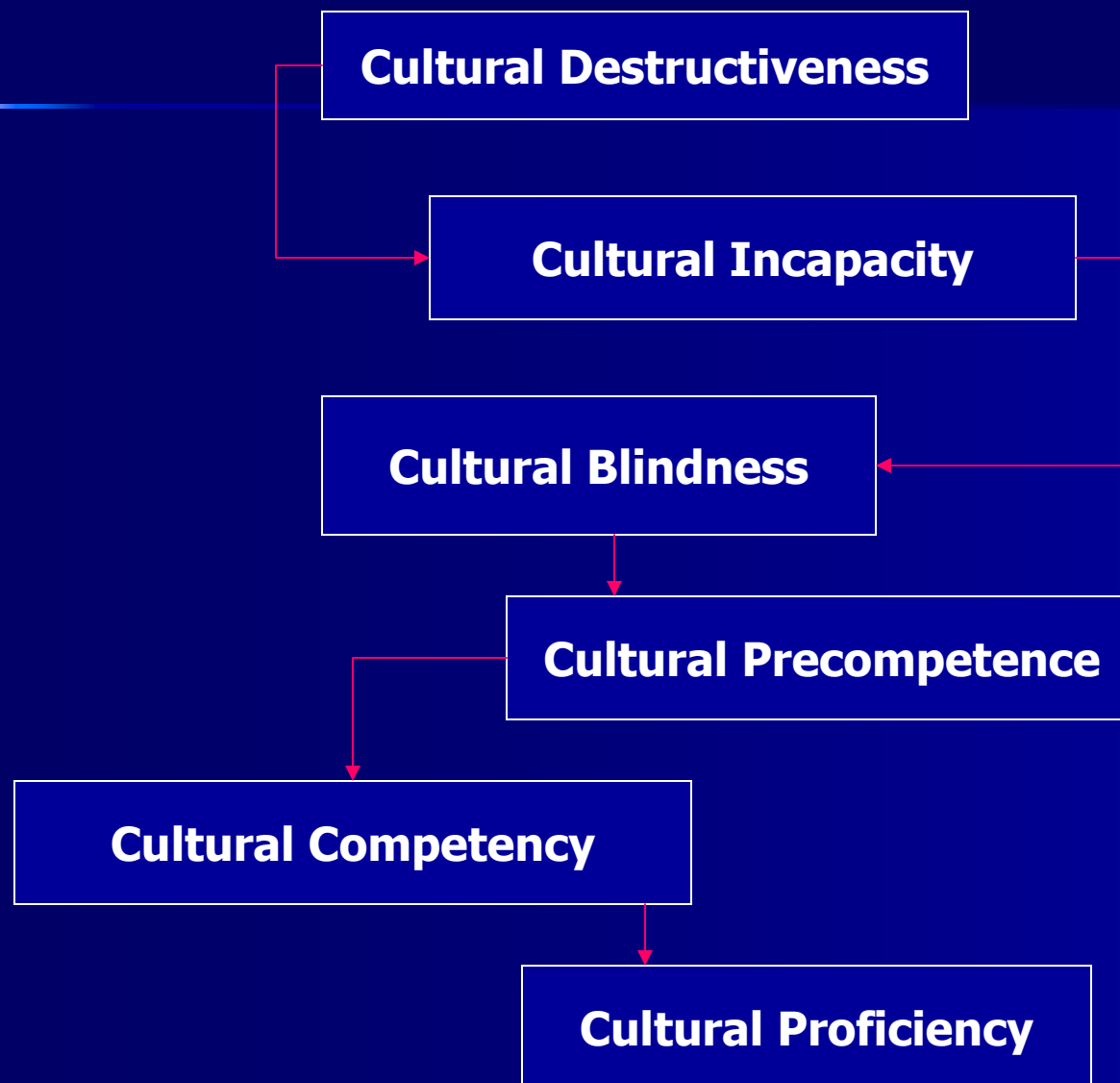
Terry, 1994

# Rationale

- **Demographic changes in the US**
- **Eliminate health disparities**
- **Improve quality of services and health outcomes**
- **Competitive edge**

**Stein, 2004**

# Cultural Competency Continuum



**Brannon, 2004**

# **Multicultural Counseling Model**

- **Multicultural awareness**
- **Multicultural nutrition counseling skills**
- **Multicultural food and nutrition knowledge**

**Harris-Davis, Haughton, 2000**

# Awareness

- **Self-awareness and cultural awareness**
- **Initial step in becoming multiculturally competent**
- **Conduct self-evaluation of one's own belief and attitudes**

**Harris-Davis, Haughton, 2000**



# Awareness

- Believe in the value and significance own cultural heritage and world view
- Utilize as starting point to understand others
- Recognize limits when providing culturally appropriate services

Harris-Davis, Haughton, 2000

# Multicultural Counseling Skills

- Go beyond general nutrition counseling skills
- Ability and experience to perform specific culturally appropriate tasks

Harris-Davis, Haughton, 2000

# **Food and Nutrition Knowledge**

- **Knowledge of cultural food practices for specific populations**
- **Understand food selection, preparation, and storage**
- **Family traditions**
- **Nutrition related health practices**

■ **Harris-Davis, Haughton, 2000**

# ***Sisters Together* - Lincoln**

- **Newman United Methodist Church**
- **Rev. Ra Drake**
- **Meetings**
- **Churches, ministers, civic groups**
- **Ground up**

# **Health Promotion for Minorities**

- **African American women less likely to participate in weight loss programs**
- **More likely to drop out**
- **Lose less weight**
- **Must incorporate attitudes and beliefs of African Americans**

# **African Americans Successes**

- **Use of trained African American group leaders**
- **Ethnic foods**
- **Group support sessions**
- **Culturally based lifestyle education**

# **Take Home Message!**

- **Culture and food are linked**
- **Learn from all people**

# Final Thought

- **...without cultural assessment and culturally sensitive interventions, nutrition information and services may be technically correct but ill suited to the needs, desires, and lifestyles of clients.**

**Terry, 1994**



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